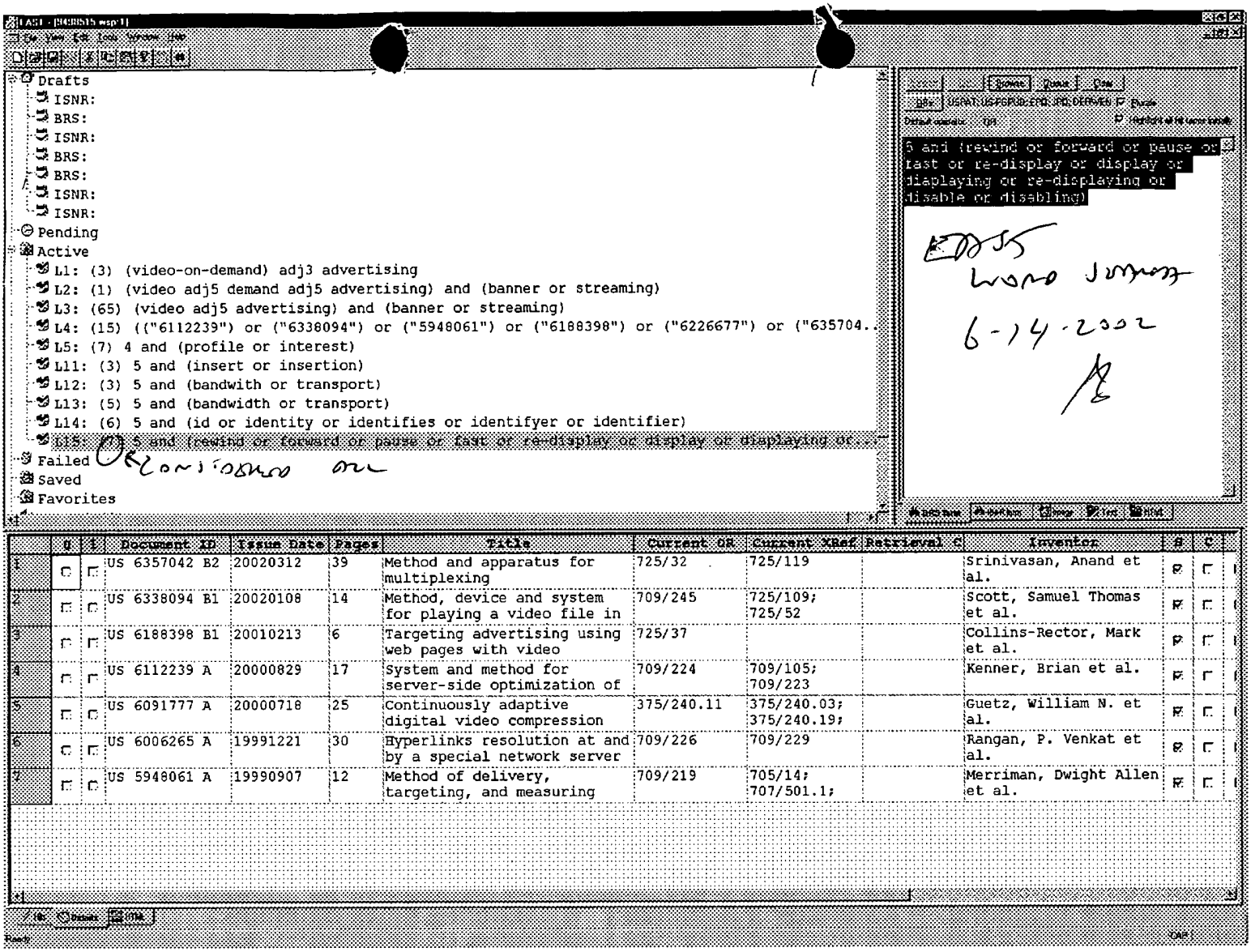

	0	1	Document ID	Issue Date	Pages	Title	Current OR	Current XRef	Retrieval C	Inventor	#	C
1	☐	☐	US 6357042 B2	20020312	39	Method and apparatus for multiplexing	725/32	725/119		Srinivasan, Anand et al.	☑	☐
2	☐	☐	US 6338094 B1	20020108	14	Method, device and system for playing a video file in	709/245	725/109; 725/52		Scott, Samuel Thomas et al.	☑	☐
3	☐	☐	US 6188398 B1	20010213	6	Targeting advertising using web pages with video	725/37			Collins-Rector, Mark et al.	☑	☐
4	☐	☐	US 6112239 A	20000829	17	System and method for server-side optimization of	709/224	709/105; 709/223		Kenner, Brian et al.	☑	☐
5	☐	☐	US 6091777 A	20000718	25	Continuously adaptive digital video compression	375/240.11	375/240.03; 375/240.19;		Guetz, William N. et al.	☑	☐
6	☐	☐	US 6006265 A	19991221	30	Hyperlinks resolution at and by a special network server	709/226	709/229		Rangan, P. Venkat et al.	☑	☐
7	☐	☐	US 5948061 A	19990907	12	Method of delivery, targeting, and measuring	709/219	705/14; 707/501.1;		Merriman, Dwight Allen et al.	☑	☐

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NDS: NDS' XTV(TM) time shifting technology empowers th the viewer and the broadcaster.

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M2 PRESSWIRE-10 September 1999-NDS: NDS' XTV(TM) time shifting technology empowers the viewer and the broadcaster

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IBC - Hall 8, Stand 242

Amsterdam -- NDS, the leading provider of digital broadcasting solutions, today announces that it is launching its XTV(TM) digital local storage set-top box (STB) technology into Europe. XTV, in contrast to the digital VCRs being launched by other companies, is designed so that it is an attractive proposition for advertisers, viewers and broadcasters alike.

XTV integrates a large amount of local digital storage into the TV's set-top box. The smart software within XTV seeks out and stores programmes that the viewer is likely to want to watch, by interpreting the meta data inserted by the broadcaster at the head-end. With XTV, the viewer doesn't have to wait for favourite TV shows, they are waiting for the viewer. In addition, XTV allows personalisation so that the menu of both live and stored content is in the order most likely to match the viewer's preferences and habits.

"Time shifting digital storage technology has the potential of changing the business paradigm for broadcasters and advertisers while providing the viewer with more choice and more control. NDS is introducing the XTV technology that is designed to give control of the schedule to the viewer while opening up new opportunities for advertisers and protecting broadcasters copyright and revenues - all at the same time," says Dr. Abe Peled, CEO of NDS.

"By operating on the broadcast digital signal rather than simply digitising an analogue signal, as digital VCRs propose to do, XTV can exploit meta data introduced by the broadcaster. By inserting information about the programme at the head-end, a broadcaster allows XTV to either record at the viewer's request, or automatically, all the goals in the weeks' televised football, all films of the viewers' favourite film stars or any programmes that cover the viewers hobbies. XTV makes possible this exciting approach to watching and broadcasting TV, and will revolutionise the TV experience for all involved," added Peled.

The main advantages of XTV, are:

For the broadcaster - XTV leaves the broadcaster in control and maintains both current and future business models for the broadcaster. By securely storing encrypted content on the set-top box, XTV ensures that the broadcaster can ensure that top quality content is available for the user of XTV and that the broadcasters and content owners revenues are securely collected. In addition, XTV facilitates new revenue models such as video rental and near Video on demand, enabling the broadcaster to store encrypted movies on the box for future viewing.

For the viewer - The consumer's favourite shows will be recorded without any viewer intervention, although the viewer can also select programmes, genres or a series of programmes for XTV to record. The box keeps and up-dates user profiles, suggesting content that may be interesting to the viewer. The meta data from the broadcaster or content provider ensures a richer user experience. For example the consumer can select the "next story" in a news programme, previous highlights that may have been missed in a live sports game, or replays at the viewers' request.

For the advertiser - Advertisers can not only reach far more targeted market niches than previously possible, they can also anticipate viewer habits by showing short versions of an ad so that the viewer won't skip the **ad** or XTV can even totally **prevent ad skipping** . Through sophisticated data gathering and data mining the advertiser can easily measure the success of their ad strategies in near real time.

Features of XTV:

An XTV enabled set-top box is controlled by the viewers' remote control and delivers a richer viewer experience without the consumer having to learn new skills. In default operation XTV will be much easier to use than the present VCR. Smart software learns the viewer's habits and records the programmes most likely to be requested, without the consumer even picking up the remote control.

Meta data describing programming and scheduling inserted at the head-end means that smart software selects and stores programmes the viewer is likely to want to watch

Content meta data allows content enhancement giving the viewer a richer experience than today

Broadcasters can ensure that advertisers are not bypassed

Advertising can be broadcast in many new ways. For instance, pre-recorded adverts can be played while the pause function is on, or targeted premium adverts can always be run before a major film is played from the XTV's local storage device.

Digital content is protected by NDS' VideoGuard(R) advanced digital conditional access on the hard disk within the set-top box. Content can be further protected by fingerprinting and watermark techniques and copy protection techniques.

XTV can store encrypted movies on its hard disk which can be decrypted and played back on demand, so that broadcasters control the way that content is paid for. A music clip can be paid for each time it is viewed, a movie could be half price if viewed a second time, or a TV show could be recorded and viewed for free as per the present VCR model.

XTV generates a rich database of customer preferences and viewing habits. This data can be leveraged for cross promotions, targeted advertising and to enhance viewer loyalty programmes. Broadcasters and advertisers can use this data without it leaving the XTV device and without the identity of the viewer being known explicitly by the advertiser.

XTV allows a broadcaster to make the most of the available bandwidth by transmitting programming and advertising to the STBs local storage during off-peak hours. Adverisments are only broadcast once using the STBs storage to enable multiple playouts as agreed with the advertiser.

NDS will work with set-top box manufacturers, based on its open licensing policy, to bring the XTV experience to market around the world for Pay-TV as well as free to air digital terrestrial.

About NDS

NDS provides open solutions that enable the delivery of entertainment and information to TVs and PCs. The company supplies the leading technology, products and services to enable businesses to profit from the emergence of interactive digital television and its intersection with the Internet via data broadcasting and e-commerce. NDS' solutions are built on its recognised leadership in smart-card based security, encryption, video compression and digital broadcast head-end software systems and are supported by its extensive systems integration and customer support capabilities.

NDS, headquartered in the UK with offices world-wide, is providing its advanced technologies, products and services to a number of the current and planned cable, satellite and terrestrial broadcasting systems around the world. Over 14 million subscribers around the globe use NDS conditional access systems to receive Pay-TV satellite and cable services. The company continues to make a major commitment to R&D, with a number of employees dedicated to pioneering development work at research centres in Israel, the U.S. and the UK.

NDS is a subsidiary of News Corporation (NWS), a leading global media company. NDS is on the World-Wide-Web at: http://www.nds.com.

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